

What is claimed is:

1. An advertising system having an advertising server which offers advertising service, a plurality of first terminals which provide advertisements of companies to said advertising server, and a plurality of second terminals of customers which obtain said advertisement from said advertising server, said advertising server, said first terminals, and said second terminals are connected to a communication network, wherein said advertising server comprising:

a first means for disclosing detail information of advertising service offered by said advertising server, on said communication network,

a second means for receiving from said first terminals advertising request information for requesting to advertise on said communication network,

a third means for generating advertisement selection information for causing said customers to select said advertisements based on said advertising request information received from said first terminals, and disclosing said advertisement selection information on said communication network,

a fourth means for receiving from said second terminal selection information which said customer selects from said advertisement selection information,

a fifth means for sending to said second terminal an advertisement which said customer selected, in accordance with said selection information received from said second terminal so as to perform advertising service,

and

a sixth means for sending to said first terminal billing information for demanding payment with respect to said advertising service by said advertising server.

5 2. An advertising system having an advertising server which offers advertising service, a plurality of first terminals which provide advertisements of companies to said advertising server, and a plurality of second terminals of customers which obtain said advertisement
10 from said advertising server, said advertising server, said first terminals, and said second terminals are connected to a communication network, wherein said advertising server comprising:

15 a first means for disclosing detail information of advertising service offered by said advertising server, on said communication network,

 a second means for receiving from said first terminals advertising request information for requesting to advertise on said communication network,

20 a third means for generating advertisement selection information for causing said customers to select said advertisements based on said advertising request information received from said first terminals, and disclosing said advertisement selection information
25 on said communication network,

 a fourth means for receiving from said second terminal selection information which said customer selects from said advertisement selection information,

 a fifth means for sending to said second terminal

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an advertisement which said customer selected, in accordance with said selection information received from said second terminal so as to perform advertising service,

5 a sixth means for sending to said first terminal first billing information for demanding payment with respect to said advertising service by said advertising server, and

10 a seventh means for sending to said second terminal second billing information for demanding payment with respect to said advertising service by said advertising server.

3. An advertising method using an advertising system having an advertising server which offers advertising service, a plurality of first terminals which
15 provide advertisements of companies to said advertising server, and a plurality of second terminals of customers which obtain said advertisement from said advertising server, said advertising server, said first terminals, and said second terminals are connected to a
20 communication network, wherein said advertising server comprising the steps of:

disclosing detail information of advertising service offered by said advertising server, on said communication network,

25 receiving from said first terminals advertising request information for requesting to advertise on said communication network,

generating advertisement selection information for causing said customers to select said advertisements

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based on said advertising request information received from said first terminals, and disclosing said advertisement selection information on said communication network,

5 receiving from said second terminal selection information which said customer selects from said advertisement selection information,

10 sending to said second terminal an advertisement which said customer selected, in accordance with said selection information received from said second terminal so as to perform advertising service, and

sending to said first terminal billing information for demanding payment with respect to said advertising service by said advertising server.

15 4. An advertising method using an advertising system having an advertising server which offers advertising service, a plurality of first terminals which provide advertisements of companies to said advertising server, and a plurality of second terminals of customers
20 which obtain said advertisement from said advertising server, said advertising server, said first terminals, and said second terminals are connected to a communication network, wherein said advertising server comprising the steps of:

25 disclosing detail information of advertising service offered by said advertising server, on said communication network,

receiving from said first terminals advertising request information for requesting to advertise on said

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communication network,

generating advertisement selection information for causing said customers to select said advertisements based on said advertising request information received
5 from said first terminals, and disclosing said advertisement selection information on said communication network,

receiving from said second terminal selection information which said customer selects from said
10 advertisement selection information,

sending to said second terminal an advertisement which said customer selected, in accordance with said selection information received from said second terminal so as to perform advertising service,

15 sending to said first terminal first billing information for demanding payment with respect to said advertising service by said advertising server, and

sending to said second terminal second billing information for demanding payment with respect to said
20 advertising service by said advertising server.

5. A computer program for an advertising system having an advertising server which offers advertising service, a plurality of first terminals which provide advertisements of companies to said advertising server,
25 and a plurality of second terminals of customers which obtain said advertisement from said advertising server, said advertising server, said first terminals, and said second terminals are connected to a communication network, wherein said computer program causing said advertising

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server to execute a method comprising the steps of:

disclosing detail information of advertising service offered by said advertising server, on said communication network,

5 receiving from said first terminals advertising request information for requesting to advertise on said communication network,

generating advertisement selection information for causing said customers to select said advertisements based on said advertising request information received from said first terminals, and disclosing said advertisement selection information on said communication network,

10 receiving from said second terminal selection information which said customer selects from said advertisement selection information,

15 sending to said second terminal an advertisement which said customer selected, in accordance with said selection information received from said second terminal so as to perform advertising service, and

20 sending to said first terminal billing information for demanding payment with respect to said advertising service by said advertising server.

25 6. A computer program for an advertising system having an advertising server which offers advertising service, a plurality of first terminals which provide advertisements of companies to said advertising server, and a plurality of second terminals of customers which obtain said advertisement from said advertising server,

said advertising server, said first terminals, and said second terminals are connected to a communication network, wherein said computer program causing said advertising server to execute a method comprising the steps of:

5 disclosing detail information of advertising service offered by said advertising server, on said communication network,

10 receiving from said first terminals advertising request information for requesting to advertise on said communication network,

15 generating advertisement selection information for causing said customers to select said advertisements based on said advertising request information received from said first terminals, and disclosing said advertisement selection information on said communication network,

20 receiving from said second terminal selection information which said customer selects from said advertisement selection information,

25 sending to said second terminal an advertisement which said customer selected, in accordance with said selection information received from said second terminal so as to perform advertising service,

 sending to said first terminal first billing information for demanding payment with respect to said advertising service by said advertising server, and

 sending to said second terminal second billing information for demanding payment with respect to said advertising service by said advertising server.

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